

Wire Couture

10 COSTUME SCULPTURES BY **JÖRN FRÖHLICH**



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JOFRO.COM

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„Robe de Style“, 2014, 200x60x60

ROBE DE STYLE (sculptured wire mesh, 2014)

The sculpture „ROBE DE STYLE“ is an artwork based on the techniques of „WIRE COUTURE“ and has been exclusively made for the exhibition „DÖNÜŞÜM - TRANSFORMATION“ at Dokuz Eylül University. It refers to a fashion illustration of Paul Poiret’s „Robe de Style“ by Georges Barbier.

The overall shape has been developed in a four-step-transformation process including abstraction techniques with charcoal, watercolour, ink and xerox photocopy.

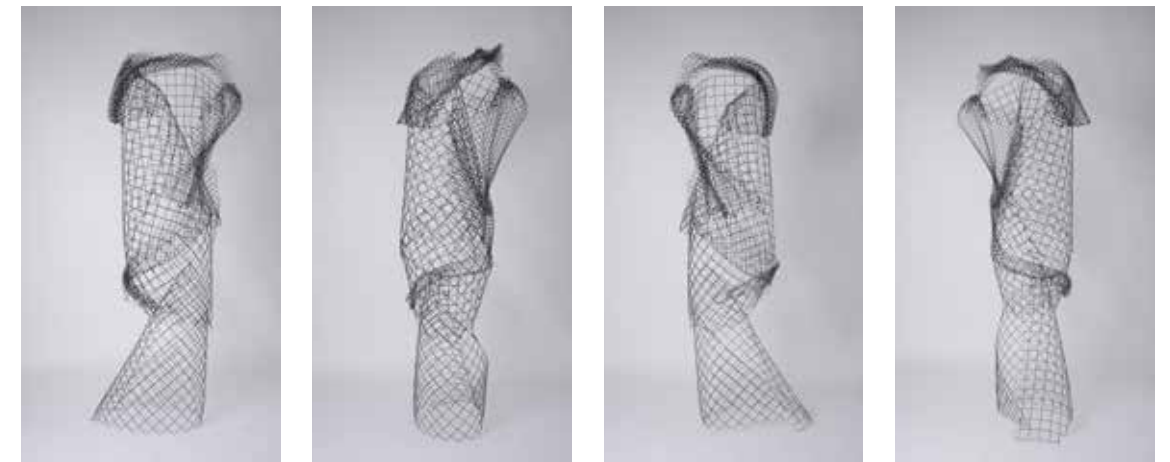
Barbier’s two-dimensional graphic style has been transformed into a three dimensional life-size object of black wire mesh.

The dynamic of the graphic fashion illustration has been captured by a non textile material mimicking the soft flow of fabric complementing the human female body.

Due to its transparency the mesh allows the object to transform in front of the eyes of the spectator into new two-dimensional shapes according to the angle of point-of-view.



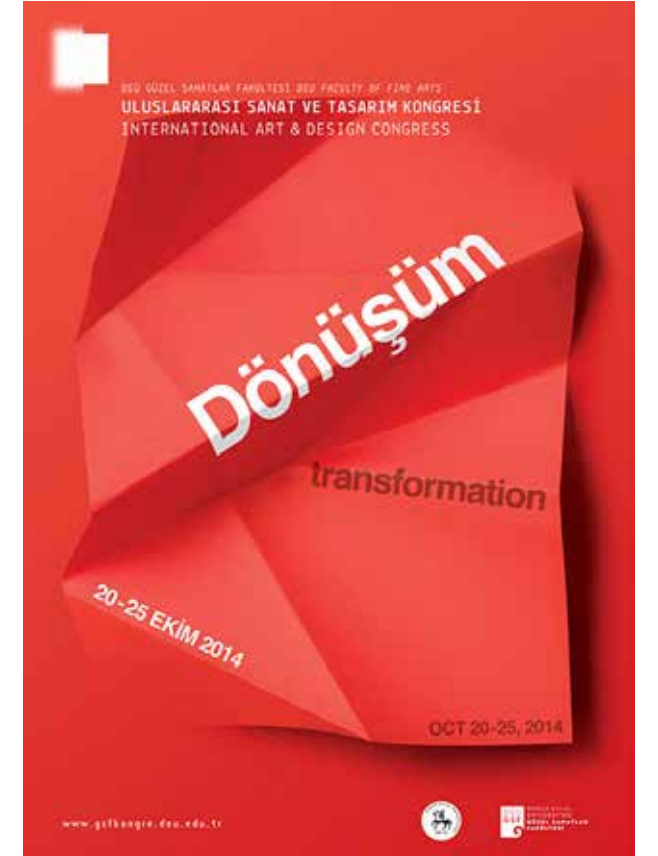
The original graphic by Georges Barbier and the four-step-transformation process with charcoal,



The wire sculpture „Robe de Style“ taken from four different angles.



ROBE DE STYLE (sculptured wire mesh, 2014) at Adnan Saygun Gallery, Izmir, Turkey in Group Exhibition „Transformation“ for International Art and Design Congress, 20.10. - 10.11.2014



WIRE COUTURE

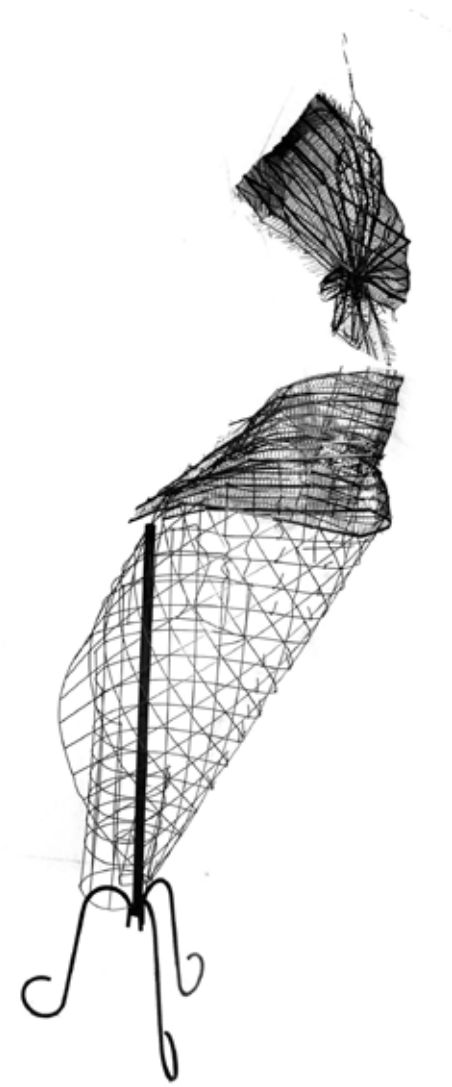
In 2007 Jörn Fröhlich created 10 oversize WIRE COUTURE DRESSES for a commercial installation at BREUNINGER DEPT. STORE, Stuttgart, Germany. These metal sculptures were exhibited as part of a visual merchandising project to create curiosity and trigger sales.



Prototypes



Sculpture No.1 - Photo Studio



1



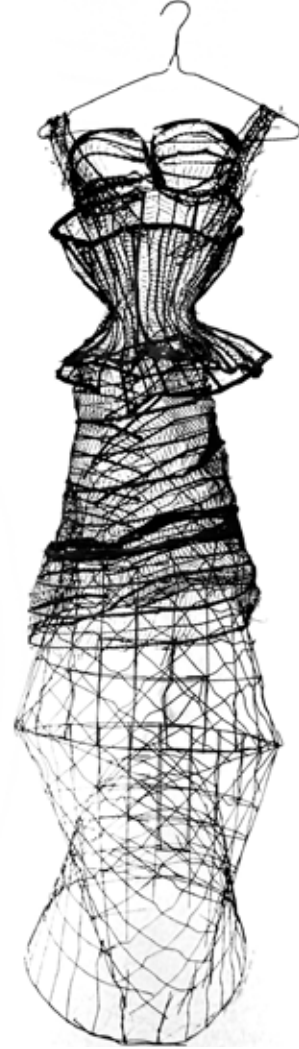
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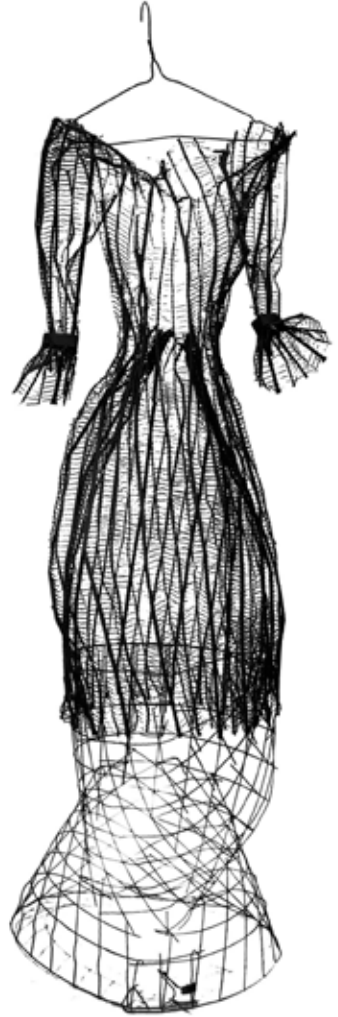
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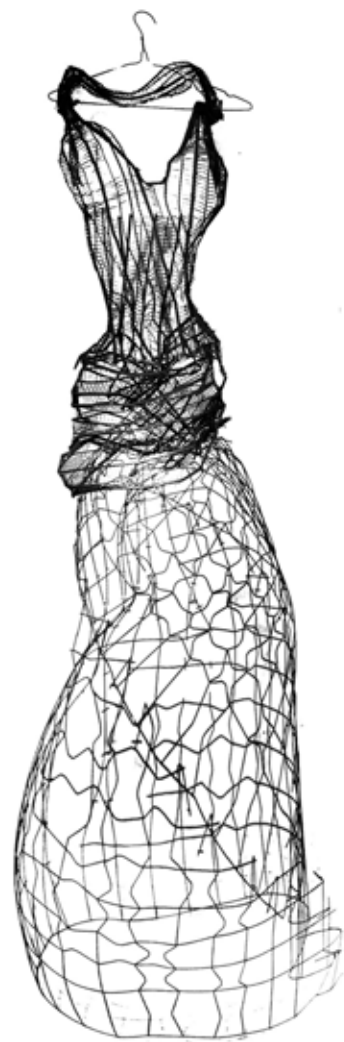
4



5



6



7



8



9



10

WIRE COUTURE EXHIBITION

Commercial installation of ten wire costumes at BREUNINGER DEPT. STORE, Stuttgart, Germany. The Photos Show examples of the positioning within the premium brands of the store, such as TOD'S, DIOR, HERMÈS, YSL, BURBERRY, SALVATORE FERRAGAMO, GUCCI, CHLOÉ and many more.



Sculpture 5 at TOD'S



Sculpture 3 at DIOR



Sculpture 10 at BURBERRY and Sculpture 7 at GUCCI

CATALOGUE PAGES



Foto Montages by Christoph Herpel (Art Director at E. Breuninger GmbH) for a fashion catalogue, 2007





JÖFRO.COM

JÖRN FRÖHLICH (1970 HAMBURG, GERMANY)

Originally trained as couturier for historical theatre costumes at the State Theatre of Darmstadt, Germany in 1994 Jörn Fröhlich pursued his career in theater design at the German Opera on the Rhine, Rheinoper Düsseldorf, Germany where he staged numerous operas, plays and ballets as stage and costume designer after graduating from Berlin University of Fine Arts (UdK) with a masters degree in stage and costume design in 2002.

In 2005 he expanded his artistic skills towards visual communication design, visual merchandising and window display when he took over the position of visual merchandising manager at Breuninger Flagship Department Store in Stuttgart, Germany.

In 2007 he established the visual design label JOFRO.COM covering a wide range from corporate ID, signage & wayfinding over stage & costume design to visual merchandising, exhibition & fashion retail design.

Since 2010 he joined design education at Izmir University of Economics' Fine Arts and Design Faculty where he is currently coordinating the graduation projects in fashion collection and fashion visual merchandising in the Dept. of Fashion and Textile Design.



COSTUME SCULPTURES
Jörn Fröhlich



SCULPTURE ASSISTANT (2014)
Cansu Incesu

PHOTOGRAPHY
Ersan Çeliktaş (2014), Christoph Herpel (2007)

LAYOUT
Jörn Fröhlich



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